

**KU School of Business**  
**Uses of Course Fees and Measures of Impact on Students**  
**(July 11, 2010)**

Below is a summary of the primary enhancements to the School of Business funded by course fees.

- 1. New Undergraduate Majors.** Majors in Finance, Marketing, Management and Information Systems were implemented as part of the original plan. The funding for new faculty lines necessary to deliver majors in these areas is the primary use of course fees. Three years ago another new major was added in Supply Chain Management, but it did not require incremental faculty positions. Prior to course fees, the School was only able to support two majors - Accounting and Business Administration (general business).

Approximately 2800 students graduated from the undergraduate program between 2006 and 2010. 1600 of these students graduated with one of the new majors – majors that did not exist prior to 2005 when course fees were implemented. The table below shows enrollment by major in Fall 2004 and Fall 2009.

<u>Major</u>	<u>Fall 2004</u>	<u>Fall 2009</u>
Accounting	346	366
Bus Admin	549	40
Finance	---	314
Info Systems	---	55
Management	---	129
Marketing	---	141
<u>Supply Chain Mgt</u>	---	40

- 2. Increased Enrollments in Undergraduate and Graduate Programs.** Prior to course fees, qualified applicants to the undergraduate and MAcc (Masters of Accounting) programs were regularly denied admission because of capacity constraints. As a result of the increase in faculty resources funded with course fees, enrollment in the undergraduate program has increased from 869 students in Fall 2004 to 1050 in Spring 2010. Enrollment in the MAcc program has increased from 72 students in Fall 2004 to 134 in Spring 2010.

- 3. Academic and Career Advising Services.** Career advising staff increased from 2 professionals to 5, with one of those positions having responsibility for working with advisory boards and area companies to expand relationships between the School and firms that are potential employers of KU students. Academic advising staff increased from 4 professional advisors to 7, plus the addition of students to help with advising at the Edwards Campus. As a result, the School now has sufficient advising staff to require advising for all students on a regular basis and help ensure students are able to graduate in a timely fashion.
- 4. Advisory Boards for Each New Major.** An advisory board was formed for each major. These boards comprise employers and alumni with extensive experience in the content of the major. The advisory boards provide input on the curriculum, counsel students on their resumes and interview skills, and work with career services to help develop internship and employment opportunities. While the support of the advisory boards requires mostly administrative time, they were part of the original course fee plan and make an extremely valuable contribution to student development and the pool of employment opportunities. Students regularly attend advisory board meetings to make presentations and network with board members.
- 5. Scholarships and Student Hourly Positions in the School of Business.** \$900,000 in course fees was used in FY10 to support scholarship awards and student employment opportunities in the School of Business. Approximately 250 students hold jobs in the School of Business each year as a result of this support.
- 6. Entrepreneurship Program.** The entrepreneurship program and related experiential learning opportunities are funded completely from course fees. This includes:

  - i. Concentrations at both the undergraduate and graduate levels.
  - ii. Business consulting courses that provide opportunities for students to work on problems for real businesses, including the evaluation of university developed technologies being assessed for commercialization.
  - iii. Business case and new venture competitions. Students participate in KU competitions, as well as competitions with students from other universities, to develop and test ideas for new businesses.
  - iv. Certificate programs, undergraduate and graduate, for non-business students at KU are currently being proposed.
  - v. LRTC internships. Several MBA students each year work for the Lawrence Regional Technology Center to help evaluate technology transfer and commercialization opportunities from the University, and advise small technology start up firms on basic business problems. These internships are funded partly from course fees and partly with matching funds from other LRTC support organizations.

- 7. Student Development Opportunities.** Course fees fund numerous development opportunities for students. For example, because KU is still a relatively small school of business, it is difficult to attract employers to campus from outside the Midwest. Several programs have been initiated to take groups of students to employment centers such as New York, Chicago, Denver and Dallas. KU alumni and advisory board members help arrange meetings between students and employers in these areas. Students compete to participate in these opportunities. These programs include:
- i. Finance Scholars Program and Jayhawks on Wall Street.
  - ii. Explore trips for Masters of Accounting students.
  - iii. MBA Treks.
- 8. Study Abroad.** Course fees support \$70,000 per year in study abroad scholarships, plus administrative support for helping identify and develop additional study abroad opportunities for students. As a result of these investments, last year business students participated in School of Business sponsored study abroad experiences in France, Italy, Germany, Brazil, China and India – far more opportunities than were available prior to course fees. To help facilitate study abroad opportunities for students, the School has developed formal partnerships and exchange relationships with:
- University of International Business and Economics, Beijing, China
  - Sun Yat Sen University, Guangzhou, China
  - The European Business School, Frankfurt, Germany
- The School is currently working on developing additional partnerships and study abroad opportunities with universities in India and Costa Rica.
- 9. Professional Communications Classes for MBA and MAcc Students.** New classes in professional skills and communications for graduate students were developed and delivered with course fees.
- 10. Increase in Number of Masters Courses Offered in Lawrence.** The additional faculty resources supports a significant increase in the number of graduate courses offered on the Lawrence Campus that support the MBA and MAcc programs.
- 11. Bloomberg Lab.** Competency in the use of financial information technology is essential for students pursuing employment in the financial sector. Course fees were used to develop, maintain and staff with student assistants a Bloomberg Lab where students can learn and become certified on the use of this technology.
- 12. Support for Undergraduate and Graduate Business Councils.** Approximately \$20,000 in financial support is provided to the UBC and GBC. The UBC uses its funds to help other student organizations, sponsor a post-graduation reception for students and families, and in FY 09, awarded study abroad scholarships to four business students. The GBC uses its funds for helping build networks with alums and employers.

- 13. Business Minor.** A Minor in Business for non-business students at KU has been in high demand for many years. An 18-credit hour minor was developed four years ago with course fees. Approximately 700 students were pursuing the Business Minor as of Spring 2010. Course fees from other programs are not used to fund this program.
- 14. BUS 101.** A new introductory course in business for freshman was developed and delivered starting three years ago, funded from course fee revenue generated from the students in the course. This course provides students with a general overview of the curriculum and career opportunities in business, and gives students a chance to make more informed academic and career choices early in their studies. Last year 281 students took BUS 101. Course fees from other programs are not used to fund this course.
- 15. Personal Finance Course.** A new course for all KU students in the basics of personal finance was developed and delivered starting three years ago. The course is funded from fee revenue generated from the course. Last year 263 students took the Personal Finance course. Course fees from other programs are not used to fund this course.
- 16. Masters of Science in Business with a Concentration in Supply Chain Management.** This is a program developed for officers who are studying at the U.S. Army Command and General Staff College at Fort Leavenworth. The program was developed in response to the Army's request and satisfies the advance requirements of the Army's Logistics Management College – requirements necessary for logistics officers to advance in the Army. This program is beginning its third year. This program is highly successful and has become a hallmark of the Army's logistics education program.

The program is funded from the total tuition revenue generated from enrollments in the program, including course fees. Without course fees, the program would not be self sustaining. Course fees from other programs are not used to fund this program.